UCLA School of Public Affairs

# Luskin Center
FOR INNOVATION

SPRING 2011

# IMPACT

*Luskin Center benefactors Renee and Meyer Luskin*

# *FROM THE DIRECTOR*

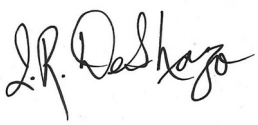
*Greetings,*

In the pages that follow we will share news about the innovative research initiatives involving the UCLA Luskin Center for Innovation and its scholars. But it's also important to remember that the Luskin Center's contributions extend well beyond the research itself. Over the last year, our staff and researchers have presented at more than 50 events, briefed more than 100 civic leaders, and been featured in more than 200 news publications. By engaging our community and its leaders, we maximize the impact of our work.

Our success would not be possible without many supporters. Foremost are Meyer and Renee Luskin, whose generous gifts will ensure that the center can operate at its current level into the future. UCLA Chancellor Gene Block's support has been vital during this early start-up period. Finally, the leadership and support of Dean Franklin D. Gilliam, Jr. has provided the center with an essential foundation from which we have grown.

As I complete my second year as director, I look forward with growing excitement to the challenges and opportunities ahead. This year we will begin many new research projects. I encourage you to share your ideas and to get involved.

Warm regards,



*J.R. DeShazo*

# *GENEROUS GIFT BRINGS CENTER ENDOWMENT TO $10 MILLION*

**UCLA ALUMNI MEYER AND RENEE LUSKIN GENEROUSLY** established the UCLA Luskin Center for Innovation three years ago with the vision of leveraging UCLA's intellectual talent to more effectively benefit Los Angeles and California. Since then, the Luskin Center has taken key steps to achieve this vision. The mission recently received a significant boost when the Luskins made a remarkably generous donation of $100 million to UCLA, to be shared among the School of Public Affairs and the planned Residential Conference Center. As part of their gift to the School of Public Affairs, the Luskin Center will receive additional funding to bring its endowment up to $10 million.

*Luskin Center benefactors Meyer and Renee Luskin*

"I want the center to make a significant impact on the lives of the people around us," explains Meyer Luskin. "The center is already achieving this and is headed exactly where it should be. I am very excited about its future."

"Our goal has been to create a dynamic and focused research program that changes the lives of Californians," says J.R. DeShazo, director of the Luskin Center. "The Luskins' extraordinarily generous gift should challenge us all at UCLA to make our research as meaningful to our community as it can be."

Meyer Luskin is president, CEO and chairman of Scope Industries, which recycles bakery waste to make an animal-feed ingredient. When he was a UCLA student, a $30 scholarship enabled him to continue his studies. "UCLA is among the greatest universities in the world, and it gave me my start," he says. "It's essential that I give back so that others can enjoy the same benefits."

*Sign the School of Public Affairs guestbook to commemorate this historic event at publicaffairs.ucla.edu.*

*Read the center's full profile of Meyer Luskin at luskin.ucla.edu.*

# SUSTAINABLE ENERGY

## STUDY ON ROOFTOP SOLAR POWER'S POTENTIAL SPURS ACTION

Electricity utilities can cost-effectively increase the adoption of rooftop solar power, according to a recent study authored by J.R. DeShazo, Luskin Center director, and Ryan Matulka, project manager. The research draws lessons on how best to design and implement local solar programs from an analysis of conditions in Los Angeles as well as a comparison with successful programs around the world.

The study comes at a time when Los Angeles is attempting to both meet its ambitious renewable energy goals and create local green jobs. Among other things, it shows how to achieve Mayor Antonio Villaraigosa's ambitious solar goals, which he announced in 2008, with minimal effects on ratepayers.


*From left to right: Los Angeles Council President Eric Garcetti; Mary Leslie, president of the Los Angeles Business Council; J.R. DeShazo, director of the Luskin Center; Los Angeles Councilmember Ed Reyes; and Romel Pascual, associate director of environment for Los Angeles Mayor Antonio Villaraigosa.*

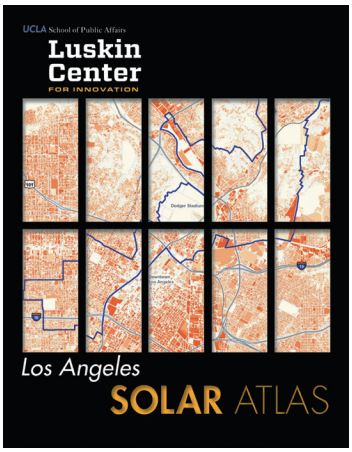
*Meyer Luskin, benefactor of the Luskin Center; and Jan Perry, Los Angeles City Council president pro tempore.*

The study has generated a considerable response. The Los Angeles Business Council, led by its president, Mary Leslie, has proposed a Clean Up LA Program that would create a 600 MW feed-in tariff initiative within the Los Angeles Department of Water and Power. The program has been endorsed by leaders in the private, public, and nonprofit sectors, including Los Angeles City Council President Eric Garcetti and President Pro Tempore Jan Perry, as well as the Los Angeles Chamber of Commerce.

Earlier this year the Los Angeles City Council held hearings to consider how to implement the research findings. Environmental activist Robert Kennedy Jr. recently visited Los Angeles to endorse the study conclusions. The Los Angeles Department of Water and Power included an enlarged feed-in tariff program in its recently released Integrated Resource Plan. Finally, California Gov. Jerry Brown's staff is considering how to incorporate the lessons learned from Los Angeles into the state's new energy plan.

## LOS ANGELES ROOFTOP SOLAR ATLAS RELEASED

To prepare Los Angeles to better take advantage of solar power, the Luskin Center recently released the *Los Angeles Rooftop Solar Atlas*. Authored by J.R. DeShazo, Ryan Matulka, and Norman Wong, the atlas illustrates the extent and location of solar rooftop capacity in the region. Readers can learn how much solar capacity is available for 15 cities, 15 city council districts, five county supervisorial districts, and seven utility service areas within Los Angeles County. Areas of high concentrations of rooftop solar capacity provide opportunity for solar energy-related economic development. The UCLA Lewis Center, Los Angeles Business Council, and Los Angeles County supported the atlas' creation.




## FINDING SOLUTIONS FOR SOLAR ON MULTIFAMILY HOUSING

J.R. DeShazo, Luskin Center director and scholar, is completing research that could help low-income residents benefit from solar energy. The project, "Making an Inclusive Market: Multifamily Rooftop Solar and Social Equity in Los Angeles," was launched last November with DeShazo's presentation at the Mayoral Sustainable Housing and Transportation Summit hosted by the Los Angeles Business Council (LABC) and attended by hundreds of business leaders, elected officials, government representatives, and nonprofit executives.

*At the LABC Sustainable Housing and Transportation Summit (l. to r.): J.R. DeShazo, director of the Luskin Center; California Sen. Darrell Steinberg; and Manual Pastor, director of the USC Program for Environmental and Regional Equity.*

The Multifamily Rooftop Solar project is a collaborative effort between the UCLA Luskin Center and USC Program for Environmental and Regional Equity. The research findings will be released at the LABC's Sustainability Summit April 12 and will include:

- A vision of a new privately funded and publicly incentivized market for multifamily rooftop solar that reduces owner and tenant utility costs and creates jobs for Los Angeles workers.
- Identification of where the rooftop solar potential exists and the demographics of the neighborhoods and potential beneficiaries.
- Identification of the workforce, with specific attention to whether jobs involved in a private-sector program for multifamily solar could reach less advantaged workers.
- A description of financing models for multifamily solar rooftop installation, with particular attention to mechanisms that would ensure that the cost-saving potential is realized by tenants as well as landlords.
- A quantification of the level of private-sector investment potential for a 1.4 GW program.

## REDUCING GREENHOUSE GAS EMISSIONS FROM ELECTRICITY CONSUMPTION

Matthew Kahn, Luskin scholar and professor in the Department of Public Policy, is working with a utility's technical statistics staff on projects aiming to reduce greenhouse gas emissions from electricity consumption.

*Luskin scholar Matthew Kahn*

Projects are analyzing: 1) the relationship of household electricity consumption to household demographics, environmental ideology and the home's physical attributes; 2) the relationship of commercial-building electricity consumption to building characteristics, the tenants who occupy the building and the attributes of the building manager; 3) the economic returns to installing solar panels on residential homes; and 4) the electricity reduction impacts of home energy reports that show households their electricity consumption compared with their neighbors' electricity consumption.

The analyses will help determine the most effective steps that can be taken to reduce greenhouse gas emissions from electricity consumption.

# SUSTAINABLE ENERGY

## CHALLENGES AND OPPORTUNITIES FOR INCREASING SOLAR IN AFFORDABLE HOUSING

Through a partnership with the U.S. Department of Housing and Urban Development and guidance from Luskin Center director J.R. DeShazo, Luskin graduate researchers Alexa Engleman and Nicholas Vartanian are examining current and potential mechanisms to increase installation of rooftop solar in affordable housing units in Los Angeles. Building on previous Luskin Center research on the capacity for rooftop solar installation in Los Angeles County, the researchers are exploring challenges and opportunities to increase solar installation in nonprofit-owned affordable housing. A major challenge for nonprofit entities is the inability to capitalize on tax-saving federal and state incentive programs, which places nonprofits at a disadvantage in the solar marketplace.

*Luskin graduate researcher Alexa Engleman*

The study is identifying whether rooftop solar could provide economic benefit to owners and building occupants, and what cost-effective combination of financial incentives and policies could increase rooftop solar installation.

*Luskin graduate researcher Nicholas Vartanian*

## DOES REAL-TIME INFORMATION REDUCE ELECTRICITY USAGE?

Magali Delmas, Luskin scholar and professor in the UCLA Anderson School of Management, has completed the first phase of a study examining whether and to what extent real-time and easily accessible information on energy usage and incentives results in significant energy reductions.

The project implements energy and resource monitoring technologies, information postings, and incentive programs in a sample group of 65 rooms in UCLA residence halls.

*Luskin scholar Magali Delmas*

Delmas will soon release her report, "Electric Usage and Public and Private Incentives: A Pilot Project," which finds that students seemed responsive to the display of information about their energy usage. The California Air Resources Board is providing a grant to Delmas for the next phase of the project, "Exploring Energy Efficiency Solutions in UCLA Dorms." The lessons learned will be generalized for much of the U.S. market.

Delmas brings a management perspective to research that informs cost-effective policy and programmatic solutions to meet renewable energy goals. Among her other forthcoming papers are "U.S. State Policies for Renewable Energy: Context and Effectiveness" in the journal *Energy Policy* and "Mandatory Information Disclosure Policies: Evidence from the Electric Industry" in the journal *Economic Inquiry*.


## APPLAUSE

J.R. DESHAZO, LUSKIN CENTER DIRECTOR AND SCHOLAR, GAVE DOZENS of presentations about his solar energy research to Los Angeles councilmembers, Los Angeles County supervisors, state senators, business leaders, and other decision makers in California during the past year. Among the highlights: a briefing with state senators hosted by the Los Angeles Business Council (LABC), the Brown to Green event hosted by the American Institute of Architects, and the LABC Solar Leadership Roundtable featuring Los Angeles City Council president Eric Garcetti and Councilmember Jan Perry. Earlier this year, DeShazo presented at the Global Green Consular Corps event hosted by the Los Angeles County Economic Development Corporation and the World Trade Center Association.

*J.R. DeShazo (left), director of the Luskin Center, with Robert F. Kennedy, Jr. at the LABC Clean Energy Forum.*

*Colleen Callahan, Luskin Center deputy director, points to a Luskin Center-produced map of solar capacity at UCLA Day with Local Government.*

FOR UCLA DAY WITH LOCAL GOVERNMENT, UCLA GOVERNMENT AND Community Relations selected the Luskin Center's innovative research as a featured example of what UCLA is doing to advance sustainability and community engagement in Los Angeles. The Luskin Center was featured in both the delegate meetings and the evening reception at Los Angeles City Hall, where J.R. DeShazo presented and Hon. Tom LaBonge was named Local Legislator of the Year.

PETER FOX-PENNER, AN INTERNATIONALLY RECOGNIZED AUTHORITY ON energy and electric power issues, gave a talk last October highlighting key aspects of his new book *Smart Power: Climate Change, the Smart Grid, and the Future of Electric Utilities*. Fox-Penner described the electric utility industry's past, current status, and predicted future, arguing that this vast and critical industry faces challenges far greater than any in its history.

MORE THAN 20,000 PEOPLE FROM AROUND THE WORLD CONVENED AT THE LOS ANGELES CONVENTION CENTER in October for the Solar Power International event, the largest solar energy conference and expo in North America. Collaborating with CleanTech Los Angeles, the Luskin Center was an exhibitor and displayed maps of rooftop solar capacity in Los Angeles County.

MORE THAN 120 UCLA STUDENTS FROM ACROSS CAMPUS AND YOUNG PROFESSIONALS FROM THROUGHOUT THE Los Angeles region convened last September for a Luskin Center-sponsored networking event with the Young Professionals in Energy. The night was highlighted by J.R. DeShazo, Luskin Center director and scholar, providing key details from his high-profile solar energy policy study.

RYAN MATULKA, RESEARCH PROJECT MANAGER FOR THE LUSKIN CENTER SOLAR ENERGY PROJECT, TAUGHT A Renewable Energy Economics and Policy course at UCLA Extension last fall.

# SMART WATER SYSTEMS

## "SMART" TECHNOLOGY COULD HELP SOLVE WATER SHORTAGES

As one of the world's top water technology experts, Luskin scholar Yoram Cohen has made revolutionary advances that could help solve growing water shortages across the globe.

Cohen, a professor of chemical and biomolecular engineering at UCLA's Henry Samueli School of Engineering and Applied Science, has developed transportable and computer-controlled "smart water systems" in collaboration with his colleague Panagiotis Christofides and their students. Their Mini-Mobile-Modular (M3) system, a desk-sized reverse osmosis desalination unit, has drawn international attention after it successfully desalted agricultural drainage water in field tests. The system is capable of producing enough drinking water for up to 12,000 people a day.

*Luskin scholar Yoram Cohen and his M2 water treatment technology*

The compact, Web-operated M3 unit can be used to create safe drinking water in various places, from farmlands to floating vessels. This "smart" water technology addresses the concern over environmental and economic costs of alternatives such as building large-scale desalination plants or pumping in dwindling water supplies from hundreds of miles away.

This spring the M3 will be demonstrated at the UCLA Cogeneration facility to filter water for reuse at the plant.

## CONTRIBUTING TO METROPOLITAN WATER DISTRICT'S BLUE RIBBON COMMITTEE

With the region facing a water crisis, Luskin scholars Yoram Cohen and J.R. DeShazo are helping the Metropolitan Water District (MWD) of Southern California – which serves 19 million people in six counties – chart ways to meet the region's water needs over the next 50 years. Both UCLA professors are supporting the MWD's 2060 Blue Ribbon Committee, which will issue a report with recommendations aimed at providing an adequate water supply for the 26 cities and water districts that constitute the MWD. The report was commissioned by Timothy Brick, former chairman of the MWD's Board of Directors and currently a Luskin Center Advisory Board member.

*Luskin Center Advisory Board member Timothy Brick*

"UCLA's involvement with the Blue Ribbon Committee highlights the intellectual contributions that Luskin scholars can make to Southern California," says DeShazo, director of the Luskin Center and a member of the research staff for the MWD's Blue Ribbon Committee, whose findings and recommendations will be included in MWD's 2060 Business Model.

Cohen, lead scholar for the Luskin Center's Smart Water Systems Initiative, is among approximately 20 leading academic, civic, and corporate leaders appointed to the Blue Ribbon Committee. With extensive research in water technology and environmental impact assessment spanning more than 30 years, he is an invaluable expert on the committee.

Glen MacDonald, director of the UCLA Institute of the Environment and Sustainability and Luskin Center Executive Committee member, also provided valuable information to the Blue Ribbon Committee. His presentation on climate change and an expected prolonged drought in Southern California reinforced why water sustainability will be a key feature of MWD's long-term plan and business model.

## EXPLORING GRAYWATER RECYCLING FOR LOS ANGELES

Luskin scholar and professor Yoram Cohen and doctoral student Zita Yu of UCLA's Department of Chemical and Biomolecular Engineering are investigating the feasibility of using graywater in urban environments, particularly as a way to alleviate Southern California's water shortage and growing water needs. By exploring technical, economic, policy, and regulatory impediments and incentives, the researchers will provide an objective assessment and rationale for recy-


*Luskin graduate researcher Zita Yu*

cling of graywater in urban areas. Findings of this study will enable local and regional governments in Southern California to effectively coordinate and optimize local water resource portfolios while considering related investments and costs. Information regarding graywater in California is described in Cohen's paper "Graywater: A Potential Source of Water," published last year in the *Southern California Environmental Report.*

## DEVELOPING STORM WATER GUIDELINES FOR STREET DESIGN MANUAL

The Luskin Center is supporting development of the "Model Design Manual for Living Streets." The manual will provide guidance to California cities on how to comply with the state's new Complete Streets law and will be particularly useful to cities receiving a grant from the Los Angeles County Department of Public Health for Complete Streets policy change work. The manual will be widely available in an editable format and could be used by any city in the United States to replace existing road standard manuals with updated techniques that reflect a greater emphasis on environmental sustainability.

UCLA alumnus Ryan Snyder will manage production of the manual, with the Luskin Center taking a leadership role in development of the storm water management chapter. This chapter will provide forward-thinking recommendations for bioswales, rain gardens, pervious pavements, and other storm water management tools.

Experts from throughout the country are contributing to the preparation of the manual, working intensely during a gathering in Los Angeles on March 14-15.

*Ryan Snyder*

## APPLAUSE

**LUSKIN CENTER ADVISORY BOARD MEMBER**

**Timothy Brick successfully completed his term as chairman of the Metropolitan Water District (MWD) of Southern California. He joined the MWD in June 1985 and served as chairman from 2006 to 2010.**

**LUSKIN SCHOLAR YORAM COHEN'S EXPERTISE ON smart water systems was called upon in interviews with *The Wall Street Journal, Popular Science*, and the *Los Angeles Times*, among other media. Cohen also presented at more than 10 conferences in 2010, including serving as the meeting program chair at the 2010 Annual American Institute of Chemical Engineers Conference, in which he made "Sustainability: Water Energy Nexus" the theme of the conference. In the spring of 2010, Cohen and his team at the UCLA Water Technology Research (WaTeR) Center unveiled a new class of reverse osmosis membranes for desalination; their findings appeared in the *Journal of Materials Chemistry*.**

**LUSKIN CENTER ADVISORY BOARD MEMBER**

**Stephanie Pincetl received funding from a new National Science Foundation program, Urban Long Term Research Program Experimental, to conduct coupled social ecological research on urban water use in Los Angeles with a team of researchers from multiple UC campuses and disciplines.**

# CLIMATE CHANGE

## MONITORING CLIMATE ACTION PROGRESS IN SOUTHERN CALIFORNIA

The majority of Southern California cities have yet to adopt measures toward reducing local greenhouse gas emissions 15 percent by 2020 as part of a statewide effort, a Luskin Center study has found. The study examined concrete actions cities had taken to identify and lower their greenhouse gas emissions in conjunction with Assembly Bill 32, the Global Warming Solutions Act of 2006, which set into law a reduction target for the state.

*Senator Fran Pavley, author of AB 32 and Luskin Center Advisory Board member.*

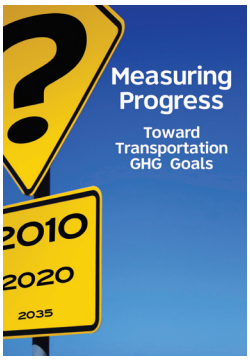
The study found that although approximately one-third of Southern California cities have taken a first step toward reducing their greenhouse gas emissions, few have gone as far as setting a greenhouse gas reduction target, conducting inventory on citywide emissions, and developing a comprehensive plan to reduce their emissions.

As the first comprehensive assessment of climate actions in Southern California, the study creates a foundation for future assessments and provides examples of local actions so that cities seeking to take steps toward greenhouse gas reductions can learn from their neighbors. Publications and resources from the study available on the Luskin Center website (luskin.ucla.edu) include:

- **Early Steps Toward Climate Planning in Southern California: The First Southern California Climate Action Progress Report**
- **The Southern California Climate Action Database**

## TRACKING REGIONAL GREENHOUSE GAS EMISSIONS FROM VEHICLES

How can California best measure regional progress toward meeting goals of reducing greenhouse gas emissions from vehicles? The Luskin Center convened a group of leading thinkers and practitioners for a March 2010 symposium to address this important issue.




As part of California's plan to reduce vehicular emissions, the state has given each metropolitan region a reduction target for 2020 and 2035. A regional accounting system for greenhouse gases from vehicles is essential to developing regional plans for meeting these targets, as well as for assessing compliance. But accounting for regional greenhouse gas emissions from vehicles is an emerging research field, and consensus has been lacking on the best approach.

The symposium resulted in the publication of several background briefs and a policy report, all of which are featured on the Luskin Center website (luskin.ucla.edu):

- **Immediate Recommendations for Measuring Progress Towards Transportation GHG Goals**
- **California Policies to Reduce Transportation GHGs**
- **Methods for Modeling GHG Emissions from Transportation**
- **Use of EMFAC and Fuel Use Data to Create Transportation GHG Inventories in California**
- **Transportation GHG Inventory Methodologies for Nations, Local Governments, and Entities**

## LUSKIN SCHOLAR AFFECTS CLIMATE DEBATE

As a global thought leader on climate change and the economics of cities, Luskin scholar Matthew Kahn is a highly sought after expert who is helping to shape the discussion about how climate change will transform the way we live.

Kahn, a professor in the UCLA Institute of the Environment and Sustainability, Department of Economics, and Department of Public Policy, served on an expert panel for a debate of Proposition 23, the 2010 California initiative that would have suspended AB 32, the Global Warming Solutions Act of 2006. He also co-authored an op-ed article in the *Los Angeles Times* challenging the validity of an economic analysis funded by a group opposing AB 32.

A prolific writer, Kahn authored the 2010 book *Climatopolis: How Our Cities Will Thrive in a Hotter Future*, which has been


*Luskin scholar Matthew Kahn discusses his new book,* Climatopolis, *at Zocalo Public Square in Los Angeles.*

reviewed by *The Financial Times*, *The Economist, Nature*, and the *Los Angeles Times*. Kahn is a regular columnist for the *Christian Science Monitor*. The *Wall Street Journal* placed his blog, *"Environmental and Urban Economics,"* on its list of the top 25 economics blogs. Kahn's 2006 book *Green Cities: Urban Growth and the Environment* was chosen by the website Planetizen as one of the top 10 books of the year and was translated into Chinese.

## LUSKIN RESEARCHER IN DEMAND AS TRANSPORTATION GHG MEASUREMENT EXPERT

Luskin Center Climate Change Initiative director Juan Matute has become a nationally recognized expert on how local governments can measure emissions from transportation.

The Southern California Association of Governments recently appointed Matute to the Technical Advisory Panel and Transportation Systems and Investment Technical Working Group for its Climate and Economic Development Project. This public planning process examines policies and programs needed to reduce regional greenhouse gas emissions while increasing regional economic activity. The project's findings will provide important input into the region's plan to meet its 2020 greenhouse gas reduction goals.

*Juan Matute, director of the Luskin Center Climate Change Initiative.*

Matute also serves as co-chair of ICLEI USA's Community Protocol Transportation Technical Advisory Committee. Cities across the United States will use the forthcoming protocol to estimate their community-wide greenhouse gas emissions. Matute was quoted in the August/September 2010 issue of the American Planning Association's *Planning* magazine as an expert in city climate action planning.

## APPLAUSE

**THE LUSKIN CENTER HOSTED ERIC POOLEY, AUTHOR OF *The Climate War*, last September. Pooley spoke on the politics of climate action.**

*From left to right: Luskin Center benefactor Meyer Luskin; Eric Pooley, author of* The Climate War*; Luskin Center benefactor Renee Luskin; and Luskin Center director J.R. DeShazo.*

**FOR THE SECOND TIME, CALIFORNIA GOV. JERRY BROWN reappointed Luskin Center board member Mary Nichols as chair of the California Air Resources Board, a post she has held since 2007. Brown appointed Nichols to the same post during his first administration, and she served from 1978 to 1983.**

**TWO LUSKIN CENTER ADVISORY BOARD MEMBERS, California Sen. Fran Pavley and California Sen. Carol Liu, are providing leadership on climate change as part of the Senate Select Committee on Climate Change and AB 32 Implementation.**

**UCLA HOSTED A DEBATE ON PROPOSITION 23, THE 2010 California ballot initiative that would have suspended AB 32, the Global Warming Solutions Act of 2006. The debate included Luskin scholar Matthew Kahn as well as Luskin Center Advisory Board member and California Sen. Fran Pavley, author of AB 32. Pavley also spoke at a rally against Proposition 23 held at UCLA.**

# GREEN CHEMISTRY

## MANAGING THE RISKS OF NEW NANOTECHNOLOGIES

Nano-scale materials are already in more than 700 consumer products, and a new wave of innovation is poised to usher in revolutionary breakthroughs, from organ-targeting cancer therapy to affordable solar power. But when materials go from normal size to nano-size – at the level of molecules and atoms – their toxicological properties change, bringing the potential for harm to human health and the environment.

*Luskin scholar Hilary Godwin*

Luskin scholar Hilary Godwin, UCLA professor of environmental health sciences, is focused on the safety of nanomaterials, with the ultimate goal of eliminating any potential hazardous aspects of the materials while maintaining their beneficial elements. Through cutting-edge laboratory experiments, Godwin is investigating whether certain engineered materials pose a danger to human health and the environment – and if so, how they can be restructured to be benign.

## LUSKIN CENTER INFORMS IMPLEMENTATION OF GREEN CHEMISTRY REGULATIONS

The Luskin Center partnered with the California Department of Toxic Substances Control to advance implementation of AB 1879, the state's new Green Chemistry Regulations for Safer Consumer Products law. The law governs the testing of products in California for whether they contain chemicals of concern. Luskin scholars Matthew Kahn and J.R. DeShazo produced a key report providing a prospective economic analysis of the likely short-run and long-run consequences of the regulations, which were proposed last fall.

*Luskin scholars J.R. DeShazo (left) and Matthew Kahn*

## PROVIDING GUIDANCE TO PROTECT WORKERS AND THE PUBLIC

Amid considerable uncertainty about the health and environmental ramifications of nanomaterials, Luskin graduate researcher Khadeeja Abdullah, a PhD candidate in environmental health sciences, is coordinating an interdisciplinary effort to develop a user manual that will provide guidance as to how nanomaterials should be handled safely.

*Luskin graduate researcher Khadeeja Abdullah*

The effort, which is overseen by Luskin scholar Hilary Godwin, involves collaboration with the California Department of Toxic Substances Control, the National Institutes of Health, and academic institutions. As part of its focus, the project is addressing concerns in the university lab research setting, where recommendations are particularly scarce.

## PROGRESS IN PROTECTION AT THE NANOTECHNOLOGY SYMPOSIUM

The Luskin Center co-sponsored Nanotechnology Symposium VI: Progress in Protection, attended by nearly 200 people last October. A major focus of the event was "benign by design" – how to protect the health and safety of workers as well as the environment while unleashing the power of nanotechnology, which is expected to usher in transformational technical advances. Maziar Movassaghi, acting director of the California Department of Toxic Substances Control, emphasized that "benign by design" is crucial so that in the future, millions of dollars won't have to be spent cleaning up the environment. The event was co-sponsored by the California Department of Toxic Substances Control, the University of California Center for Environmental Implications of Nanotechnology, the UCLA California NanoSystems Insitute, the UCLA Southern California Education and Research Center, and the UCLA Center for Occupational and Environmental Health.

Luskin scholar Hilary Godwin served as both a key member on the planning committee and as a speaker at the Nanotechnology Symposium VI. A prominent voice in the field of nano- environmental health and safety, Godwin gave many other presentations in the United States and abroad in 2010, including at the recent New England Manufacturing Summit on "Why a Prevention-based Approach to Managing the Risk of Engineered Nanomaterials Makes Sense and How to Get There."


*Maziar Movassaghi, acting director of the California Department of Toxic Substances Control.*

## APPLAUSE

**GODWIN WAS APPOINTED TO SEVERAL COMMITTEE-member positions in 2010, including the Museum of Science and Industry-Chicago and the AAAS Election Committee. Her research on "Nanotechnology Environmental Health and Safety Issues" was published as a part of the World Technology Evaluation Center's impact report from its Nanotechnology Workshop.**

**PAUL ANASTAS OF THE U.S. ENVIRONMENTAL Protection Agency, widely known as the "Father of Green Chemistry" for his groundbreaking research on the design, manufacture, and use of minimally toxic and environmentally benign chemicals, will speak at UCLA on April 5 at an Oppenheim Lecture. This event is co-hosted by the Luskin Center and presented by the UCLA Institute of the Environment and Sustainability and the UCLA Sustainable Technology and Policy Program.**

**AS PART OF A LUSKIN CENTER-SPONSORED MONTHLY research seminar, UCLA Law School professor Timothy Malloy will discuss integrating prevention in chemical policy on May 2. The lecture is titled "Beyond Risk Assessment: Prevention-Based Chemical Policy." Malloy is faculty director of the interdisciplinary UCLA Sustainable Technology and Policy Program and a leader in the green chemistry and policy field.**

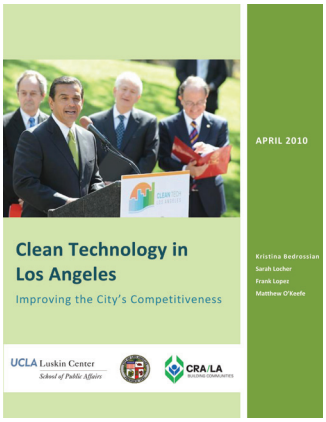
*UCLA Law School professor Timothy Malloy*

# BUSINESS & THE ENVIRONMENT

## STRENGTHENING L.A.'S LEADERSHIP IN CLEAN TECH

Los Angeles has the opportunity to become a clean technology leader, according to a report supported by the Luskin Center.

In "Clean Technology in Los Angeles: Improving the City's Competitiveness," graduate researchers Kristina Bedrossian, Sarah Locher, Frank Lopez, and Matthew O'Keefe pointed to the city's strengths in manufacturing, industrial space, and a skilled workforce and suggested that building on these and other assets, the Los Angeles region could raise its profile as a clean tech leader. The authors suggested a suite of policies and programs that could make Los Angeles a more attractive destination for clean technology firms. Among their recommendations: implementation of clean tech industry panels, a clean-tech incubator, and enhanced partnership with regional clean tech networks.




The report was released at the Green Economy Think Tank Day held in Santa Monica last August.

## PAVING THE WAY FOR ELECTRIC VEHICLES IN LOS ANGELES


*Luskin graduate researcher David Peterson*

Luskin Center researchers are identifying the policy and program details that could make the difference in whether Los Angeles becomes a world leader in electric vehicle (EV) adoption. A team of UCLA MBA students is analyzing the market potential for EVs in the Los Angeles area. Their findings will inform the L.A. Mayor's Office of Economic and Business Policy as it develops concrete recommendations designed to incentivize and support EV adoption in Los Angeles.

In a related project, Luskin graduate researcher David Peterson has provided Los Angeles City Council members with policy recommendations that would simultaneously support EV adoption and broader transportation and environmental goals. Peterson concluded that rather than providing free public parking for EVs, policies such as streamlining the process of installing residential EV charging stations have more long-term potential to meet city goals.

## MEASURING CORPORATE ENVIRONMENTAL PERFORMANCE

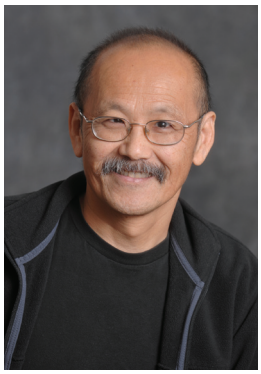
Decisions made by business owners and consumers can weigh heavily on the environment, and the financial industry is uniquely positioned to move corporations toward sustainability. But in the absence of clear performance measures, the transparency needed to push businesses to do the right thing is lacking. Enter Luskin scholar Magali Delmas, whose paper "Measuring Corporate Social Performance: The Trade-offs of Sustainability Ratings," published in *Business Strategy and the Environment*, provides tools to evaluate and advance corporate environmental performance.


*Luskin scholar Magali Delmas*

Delmas, a professor in the UCLA Anderson School of Management and lead scholar of the Luskin Center's Business and the Environment initiative, has a follow-up paper in which she proposes a new methodology, Data Envelopment Analysis, that enables researchers to evaluate the relative efficiencies of firms and determine the top industry performers. That paper will be published in the journal *Production and Operations Management*.

## EXPANDING THE FIELD OF ENVIRONMENTAL JUSTICE PROGRAM EVALUATION

Evidence regarding the effectiveness of environmental justice (EJ) policies and programs to ameliorate environmental inequality is currently limited, but UCLA is helping to advance EJ program and policy evaluation. Evaluation is critical to ensure that EJ policies and programs

*Paul Ong, professor of urban planning in the UCLA School of Public Affairs.*

are designed and implemented to meet clear measures of success.

The Luskin Center supported Paul Ong, professor of urban planning in the UCLA School of Public Affairs, in his analysis of an EJ program adopted by the South Coast Air Quality Management District (AQMD) as part of AQMD's regulation to phase in the use of less toxic chemicals at dry cleaning establishments. AQMD provided financial incentives to switch early, prioritizing dry cleaners located in EJ neighborhoods defined as having a poverty rate above a given level and experiencing high levels of cumulative pollution exposure. The preliminary findings show that dry cleaners in low-income minority neighborhoods are less likely to be early adopters of green technologies.

## DESIGNING A CLEAN TECHNOLOGY INVESTMENT FUND

Funding is a critical element for any new clean technology firm. The Los Angeles Mayor's Office and the Los Angeles Department of Water and Power are developing a Clean Technology Investment Fund with the assistance of Luskin Center graduate researcher Max Messervy, who is identifying best practices of comparable programs across the country. Little research has been done on local strategies to spur clean tech innovation. Messervy's report provides a much-needed practical framework for local government programs that seek to use funding to do so.

*Luskin graduate researcher Max Messervy*

## SUPPORTING CLEANTECH LOS ANGELES

Through strategic research and communications, the Luskin Center is assisting the Los Angeles Mayor's Office and other members of the CleanTech Los Angeles collaborative in their efforts to make Los Angeles a center for the clean technology industry.

Luskin graduate researchers Matthew Smith and Hrishikesh Sathawane, with support from Luskin Center deputy director Colleen Callahan, have developed a "Clean Tech Database User Guide for Los Angeles." The guide summarizes eight of the best reports from across North America to highlight how model jurisdictions use data to analyze and grow the clean tech industry.

In addition, Luskin Center graduate researcher Cesar Diaz developed case studies of clean tech firms in the Los Angeles area to highlight trends and gaps in policy and other incentives to support clean tech companies.

*Colleen Callahan, Luskin Center deputy director, and Luskin graduate student researcher Hrishikesh Sathawane.*

## APPLAUSE

**LUSKIN SCHOLAR MAGALI DELMAS' research on eco-labels and price premiums has gained considerable attention. In 2010 her work was cited in more than 25 media outlets, including the *New York Times* and *U.S.News & World Report*. Delmas' research on measuring corporate social responsibility was published in the journal *Business Strategy and the Environment* and has been accepted in the journal *Production and Operations Management*.**

**LUSKIN CENTER DEPUTY DIRECTOR Colleen Callahan debuted the report "Clean Technology in Los Angeles: Improving the City's Competitiveness" at the Green Economy Think Tank Day last August. Callahan facilitated a breakout group on "Capital and Collaboration."**

**LUSKIN CENTER ADVISORY BOARD member Michael Swords, executive director of strategic partnership for UCLA, was appointed co-chair of the multi-agency collaborative CleanTech Los Angeles. Swords presented at the Southern California Planning Congress event on "The Clean Tech Corridor and CleanTech Los Angeles," highlighting Luskin Center-supported research.**

# announcements


Mary D. Nichols


Mary Leslie


Wendy Greuel


Carol Liu


H. David Nahai


Linda Rosenstock

In January, California Gov. Jerry Brown re-appointed **Mary D. Nichols**, a Luskin Center Advisory Board member, as chairman of the California Air Resources Board, a post she has held since 2007. Nichols served as chairman from 1978 to 1983 in Brown's first administration.

**Mary Leslie**, president of the Los Angeles Business Council and Luskin Center Advisory Board member, has led a broad coalition for more than a year advocating for a 600 MW solar incentive program (feed-in tariff) for Los Angeles, based on Luskin Center research and policy recommendations.

**Wendy Greuel**, Los Angeles city controller and Luskin Center Advisory Board member, completed an audit of the Los Angeles Department of Water and Power's renewable portfolio standard.

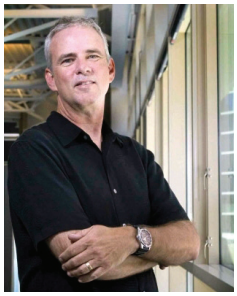
California State Senator **Carol Liu** is launching a new program called "GREEN21: Greening the 21st District in the 21st Century." With economic recovery, job creation, and environmental quality at stake, Senator Liu's GREEN21 program will connect green and sustainable product, service, planning, and career training providers and seekers throughout her 21st Senate District.

**H. David Nahai** recently joined the Luskin Center Advisory Board. Nahai is a partner at the law firm of Lewis, Brisbois, Bisgaard & Smith (LBBS) and co-chairs LBBS' national energy, environmental, water, and real estate practice. He is also president of David Nahai Consulting Services, LLC, and senior advisor to the Clinton Climate Initiative. Until October 2009, Nahai served as CEO and general manager of the Los Angeles Department of Water and Power. In addition, he served for more than 10 years on California's Regional Water Quality Control Board, which safeguards the quality of surface, ground, and coastal waters in Los Angeles and Ventura counties, an area with more than 11 million residents. At the Water Quality Board, Nahai served in the administrations of three governors.

The Obama administration appointed **Linda Rosenstock**, dean of the UCLA School of Public Health, professor of medicine and environmental health sciences, and Luskin Center Executive Committee member, to the Advisory Group on Prevention, Health Promotion, and Integrative and Public Health. The advisory group, created as part of the nation's health care reform legislation, is tasked with developing policies and recommendations on chronic-disease prevention, healthy lifestyles, and health care practices.

**Glen MacDonald**, director of the UCLA Institute for the Environment and Sustainability and Luskin Center Executive Committee member, was a featured speaker at the G'Day USA Australia Week Urban Water Forum that took place January 19-21. MacDonald also organized and edited a feature on water resources and sustainability of the Southwest for *Proceedings of the National Academy of Science*. In addition, MacDonald delivered the keynote addresses at the California Landscape Conservation Cooperative Workshop hosted by the U.S. Fish and Wildlife Service and sponsored by the UCLA La Kretz Center for California Conservation Science.

**Cara Horowitz**, executive director of the Emmett Center on Climate Change and Luskin Center Executive Committee member, along with co-authors Sean Hecht and Rhead Enion of the UCLA Law School, recently released "An Environmental Blueprint for California." The report recommends priorities that California Gov. Jerry Brown should focus on to ensure the state's environmental health in ways consistent with its economic prosperity. Horowitz also authored "Paying for Pollution: Proposition 26


Glen MacDonald


Cara Horowitz


Paul Bunje


Nurit Katz


Aparna Sawhney


Meyer Luskin (left) and Jared Diamond

and its Potential Impacts on State Environmental and Public Health Protections in California."

**Paul Bunje**, executive director of the UCLA Center for Climate Change Solutions and Luskin Center Executive Committee member, was appointed managing director of the Los Angeles Regional Collaborative for Climate Action and Sustainability, a forum of leading regional municipalities, agencies, organizations, and universities that have joined forces to share information, spur better policy and planning, and craft a regional climate action plan.

Luskin Center Executive Committee members **Stephanie Pincetl**, director of the Center for Sustainable Urban Systems, and Paul Bunje authored the report "Sustainable Urban Systems: A Research Roadmap" for the California Energy Commission's Public Interest Research Program. The report will be used to guide the commission's land-use planning research agenda over the next five years.

**Nurit Katz**, UCLA's first sustainability coordinator and Luskin Center Executive Committee member, is leading the effort to make UCLA a living laboratory of sustainability. Katz is fostering partnerships among academic, research, and operational departments to develop multidisciplinary solutions to sustainability challenges. In addition to coordinating the UCLA Climate Action Program, she developed and is now spearheading the UCLA Green Office Certification Program, in which staff and faculty participate in an informal audit process about their office practices. The evaluations provide tips for each office to become more environmentally conscious and attain Green Office certification, based on a point system assigned to various office attributes and behaviors. The program helps the campus save resources and money.

**Klaus Moeltner**, professor at the University of Nevada in Reno, was a visiting scholar at the Luskin Center in 2010. The environmental economist conducted studies that provide policy-makers with ways, other than pricing, to encourage residents to conserve water.

**Aparna Sawhney**, associate professor at the Centre for International Trade and Development at Jawaharlal Nehru University in New Delhi, India, is a Luskin Center visiting scholar in 2011. Her research at UCLA is focused on clean energy technology diffusion experienced in the emerging economies of China and India, particularly in renewable sources such as wind and solar.

**Teresa Lara**, who manages external affairs for the Luskin Center, received the 2010 UCLA Chancellor's Excellence in Service Award for Community Engagement. Lara was nominated for her effort and dedication in working with Los Angeles nonprofit and civic partners.

**Colleen Callahan**, deputy director of the Luskin Center, won the 2011 Neville A. Parker Award from the Council of University Transportation Centers for the best transportation policy and planning master's capstone project in the United States.

**J.R. DeShazo**, director of the Luskin Center, joined the advisory board of the UCLA La Kretz Center for California Conservation Science.

Pulitzer Prize winner **Jared Diamond** discussed his current research in a Luskin Center and UCLA Institute of the Environment and Sustainability supported presentation entitled "Modern Lifestyle + Old Bodies = New Diseases." Using examples from countries that are becoming wealthier and more developed, Diamond demonstrated that the adoption of a Western lifestyle is responsible for a shift from infectious diseases to non-communicable diseases as the primary, but preventable, cause of death.

UCLA School of Public Affairs

# Luskin Center FOR INNOVATION

## ADMINISTRATION

**J. R. DeShazo**, *Director*

**Colleen Callahan**, *Deputy Director*

**Teresa Lara**, *External Affairs*

**Juan Matute**, *Program Director, Climate Change Initiative*

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"Sustaining
the environment
is the greatest
inheritance one can
leave to children,
and the most
enduring gift to
community and nation."

*— Meyer Luskin*

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## events

*Clockwise from above: Los Angeles City Controller Wendy Greuel; participants at the Complete Streets conference; UCLA Chancellor Gene Block, J.R. DeShazo, and Margot Ocanas; Teresa Lara and Allison Yoh; Lyndsey Hilde, Nicholas Foster, and Alek Miller; Los Angeles Councilmember Ed Reyes.*

More than 250 people attended the successful **Complete Streets for Los Angeles** conference hosted by the **Luskin Center**, the **UCLA Lewis Center**, and the **RENEW Program** of the Los Angeles County Department of Public Health. For conference materials and all other details, see: www.bit.ly/LA-complete-streets.